



January 14-15, 2017

Venice, Italy

**2017
BESSH**



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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2017

International Conference on
“Business, Economics, Social Sciences & Humanities”
(BESSH-2017), Venice, Italy

Book of Abstracts Proceeding

**International Conference on
“BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES”
(BESSH-2017)
Venice Italy**

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TABLE OF CONTENTS

ORGANIZING COMMITTEE	vi
CONFERENCE CHAIR MESSAGE	vii
CONFERENCE PROGRAM	viii
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES	1
Geographic Proximity of Information to Financial Markets and Impact on Stock Prices: Evidence from the Ebola Outbreak	2
The Influence of Globalization on Distracting Traditional Aesthetic Values in Old Town of Erbil	3
TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER, BASICS AND APPLIED SCIENCES	4
Statistical Modeling for Reliability Assessment Using Bolt Fastening Friction Coefficient Data	5
Multi-Objective Optimization of Multi-Rotor Air Vehicle Considering Uncertain Environment	6
TRACK C: MEDICAL, MEDICINE & HEALTH SCIENCES	7
Clinical Symptoms and Isolation of Fastidious Bacteria in Urine Samples of Elderly Women	8
FUTURE EVENTS	9

**International Conference on
Business, Economics, Social Sciences & Humanities
Venice, Italy**

Venue: Ai Pini Park Hotel Via Miranese 176, Venice Mestre

ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on Business Economic, Social Science & Humanities serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Lets break all the discriminating barriers and get free from all minor affiliations. Lets contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Malika Ait Nasser

Conference Chair

Email: chair2017@academicfora.com

BESSH-2017

CONFERENCE PROGRAM

DAY 01 Saturday (January 14, 2017)

Welcome Reception & Registration

9:00 am - 9:30 am

Opening Ceremony (09:00am - 09:30 am)

Venue: Room 1

09:30 am - 9:40 am	Introduction of Participants
09:40 am - 09:50 am	Welcome Remarks - Mr. Metin - Conference Coordinator Academic Fora
09:50am - 10.00 am	Group Photo Session

Grand Networking Session and Tea Break (10:00 am - 10:30 am)

DAY 01 Saturday (January 14, 2017)

Session 1 (10:30 am 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Engineering & Technology, Computer, Basics & Applied Sciences

VEE-317-107	Statistical Modeling for Reliability Assessment using Bolt Fastening Friction Coefficient Data	Jaehyeok Doh
VEE-317-108	Multi-Objective Optimization of Multi-Rotor Air Vehicle Considering Uncertain Environment	Jaehyun Yoon

Track B: Business, Economics, Social Sciences and Humanities

VES-317-103	Geographic Proximity of Information to Financial Markets and Impact on Stock Prices: Evidence from the Ebola Outbreak	Riste Ichev
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Track C: Medical, Medicine and Health Sciences

VEM-317-111	Clinical Symptoms and Isolation of Fastidious Bacteria in Urine Samples of Elderly Women	Maryam Soleimani
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Lunch Break (12:00pm to 01:00pm)

Closing Ceremony

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who dont have any paper presentation, however they will attending the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1	VEM-317-105A	Dr. Haider Faeq Hadhratee Al-Rubaiee	Iraqia College of Medicine, Iraq
2	VEM-317-106A	Dr. Ali Hadi Abd Alzubaidi	Imam Ali General Hospital ,Baghdad ,Iraq
3	VEM-317-112A	Khulood Nahi Hassoon	The Precision Institution, Iraq

DAY 02 Sunday (January 15, 2017)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.

**TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES &
HUMANITIES**

Geographic Proximity of Information to Financial Markets and Impact on Stock Prices: Evidence from the Ebola Outbreak

Riste Ichev *

University of Ljubljana, Slovenia

Abstract

Behavioral finance studies reveal that investors' sentiment affects investment decisions and may therefore affect stock pricing. This paper examines whether the geographic proximity of information disseminated by the 2014 Ebola Outbreak combined with intense media coverage affected asset prices in the United States. The results show that the effect is generally negative on the stock prices, also local media coverage strongly affects local trading, and the effect is more pronounced in small and more volatile stocks and in companies belonging to less stable industries. Furthermore, we find that both retail and institutional investors are more sensitive to the intensity of coverage than to the content of information. Additional tests suggest significant return spillover effects from U.S. markets to other markets one day after the determined event date.

Keywords: Ebola Outbreak, Information Dissemination, Geographic Proximity, Media Coverage, Investors' Sentiment

* All correspondence related to this article should be directed to Riste Ichev, University of Ljubljana, Slovenia

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The Influence of Globalization on Distracting Traditional Aesthetic Values in Old Town of Erbil

Zhino Hariri ^{1*}, Hourakhsh Ahmad Nia ²
^{1,2} Girne American University, via 10 Mersin, Turkey

Abstract

Aesthetics as a discipline was originally part of philosophy and cosmology, primarily it was used to create a holistic picture of the world. Throughout history, subject and tasks of aesthetics as a discipline have been changing in different historical, cultural, religious and artistic discourses, nature and the beauty of objects intentionally produced by man, but doubts in division of aesthetic experiences in comparison to these variants of beauty. One of the cities where started to rebuild in North Iraq after the Saddam Hussein s regime was Erbil. The influence of globalization on distracting traditional aesthetic values in the city has appeared when contemporary urban fabric followed design principles imported from the west contrasts with traditional urban fabric, Historical settlements in Erbil city have been facing with a serious destruction due to a rapid and uncontrollable process of urbanization as one of the ancient city in Middle East. This fact has evidently started to come out as a problem of urban conservation that results in the loss of architectural and social values of the historical settings. New building in a historical settlement is an urban conservation problem that forms out a methodology of analyzing and evaluating the existing built fabric with a typological study, making an interpretation of it commenting on the legal regulations and introducing new principles that are based on the synthesis of the past and today for providing historical continuity and preserving urban identity despite the continuous change. By using local and traditional elements in modern architecture we can protect historical building and survive the modernity also.

Keywords: Aesthetic Value, Globalization, Architecture, Old Town, Tradition and Modern Cultures

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**TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER,
BASICS AND APPLIED SCIENCES**

Statistical Modeling for Reliability Assessment Using Bolt Fastening Friction Coefficient Data

Jaehyeok Doh ^{1*}, Minho Joo ², Jongsoo Lee ³

^{1, 2, 3} Yonsei University, Seoul, Republic of Korea

Abstract

In real field, experiment data inherent uncertainties (Aleatory uncertainty) due to randomness. It needs to hundreds or thousands real experiment but engineers are hard to obtain the data due to spending much time, cost and effort. For improving these problems, the general statistical modeling methods can estimate the best fit distribution with limited experimental data using the hypothesis test, maximum likelihood estimation (MLE) and so on. It is good manners for sampling virtual experiment data. In this study, statistical modeling was performed based on the 95% confidence level using experimental data obtained by conducting identical experiment several times of bolt fastening friction coefficient according to surface treatment. To do this, we sequential statistical modeling (SSM) was performed that integrate K-S (Kolmogorov-Smirnov) test which adopts or rejects various probability distribution models representing data and Akaike Information Criterion correction (AICc) method which selects the most suitable model among candidate probabilistic distribution models. From the estimated probability density function, the friction coefficient data within 95% of the confidence interval (CI) are randomly sampled through the Monte Carlo simulation (MCS), and the fastening torque is calculated to predict the reliability of the friction coefficient data and the failure probability based on the yield axial force criteria.

Keywords: Aleatory Uncertainty, Sequential Statistical Modeling, Akaike Information Criterion Correction, K-S Test, Monte Carlo Simulation

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Multi-Objective Optimization of Multi-Rotor Air Vehicle Considering Uncertain Environment

Jaehyun Yoon^{1*}, Jongsoo Lee²

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Abstract

This study purpose is to obtain optimal P.I.D gain value of unstable altitude quad-copter for quickly recovering its position under the side wind effect. Quad-copter has limited flights when unpredictable outdoor environments. Therefore, we would like to design a multi-objective robust optimal design for quickly stabilizing altitude as well as the robustness of the quad-copter when the wind is blowing. In order to obtain optimized values, we generated the P.I.D control algorithm and established approximate models using back propagation neural network. As results, we obtained P.I.D gain values for recovering quad-copter stability at the earliest time and resisting the wind pressure using non-dominant sorting genetic algorithm (NSGA-II).

Keywords: Quad-Rotor, PID Control, Back-Propagation Neural Network (BPN), NSGA-II, Robust Design

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TRACK C: MEDICAL, MEDICINE & HEALTH SCIENCES

Clinical Symptoms and Isolation of Fastidious Bacteria in Urine Samples of Elderly Women

Maryam Soleimani ^{1*}, Najmousaddat Mousavi ²

^{1,2} University of Social Welfare and Rehabilitation Sciences, Tehran, Iran

Abstract

The aim of this study was to use the method of Fastidious bacteria isolation in the urine samples of elderly women that the results of conventional culture were negative, however; patients having infection symptoms, implement effective diagnosis and treatment. This study was conducted in Imam Khomeini Hospital and the Fastidious bacteria from urine samples of 1075 women older than 60 years were isolated and identified. Developing changes in culture media and incubation conditions and gases levels led to isolate Fastidious bacteria. Additionally, the number of leukocytes in the initial sample was used to determine the presence of pus in the urine and medical records were studied to determine the symptoms and the use of antibiotics while in the end, all the results were matched and evaluated with the control group. After overnight aerobic culturing of 1075 urine samples, 383 cases were positive, 99 cases had low counting, 159 cases were mixed, and 434 cases were negative. Among 434 negative cases obtained from these methods, and using Fastidious bacteria, in this study, 147 subjects contained Fastidious bacterial that more than 50% of them were associated with infection symptoms that indicate a significant difference. For the isolation and detection of urinary tract infections in elderly women patients that their aerobic and night culture results were negative especially if it was associated with the presence of symptoms, therefore culturing the samples in additional and selective environments with changes in the incubation conditions is necessary in order to isolate bacteria.

Keywords: Urinary Tract Infection, Fastidious Bacteria Isolation, Elderly Women

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FUTURE EVENTS

You can find the Details regarding our future events by following below:

Business, Economics, Social Science & Humanities (BESSH) Conferences:

<http://academicfora.com/buisness-conference-home/>

Engineering & Technology, Computer, Basic & Applied Science

<http://academicfora.com/engineering-conference-home/>

Medical, Medicine & Health Science

<http://academicfora.com/medical-conference-home/>

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VISION

“Our vision is to promote research excellence through networking platform”

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